



**SANTA BARBARA  
DOWNTOWN  
ORGANIZATION**

ATTACHMENT 5

COPY

October 14, 2009

Jim Armstrong  
City of Santa Barbara Administrator  
Post Office Box 1990  
Santa Barbara, CA 93102-1990

**RE: PLAZA DE LA GUERRA RENOVATIONS**

Dear Mr. Armstrong:

Since the beginning of the year, the DO has met several times with representatives from the RDA to address proposed renovations of Plaza De la Guerra. The DO Board of Directors endorses the current Plaza de la Guerra General Plan and is supportive of the promise it holds to improve and enhance the plaza.

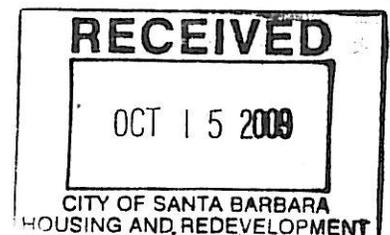
The DO is very concerned however, about the potential for an increase in the number of events that would negatively impact surrounding business and would therefore request an addendum to the current City Hall Policy of Public Events at De La Guerra Plaza. Because it lies in the commercial and economic heart of downtown and considering the negative impacts on circulation, parking and noise that these events can create, the DO would like to be on record as opposed to the closure of De la Guerra Street for any *new* events. Further, we would request that the loop road be closed minimally and that cautionary guidelines be developed that include limiting the number of loop closures to no more than 12 days per year maximum. We believe removal of parking and limiting the use of the loop road (even temporarily) would be counter-productive to the commerce and vitality of the area.

If possible, the DO would like to be involved with the approval process for events/activities that take place at De la Guerra Plaza and we are hopeful that the DO will have an active role in the development of any future plans as well.

Respectfully yours,

Bill Collyer  
Executive Director

cc: Nancy Rapp, Director Parks & Recreation  
Brian Bosse, Housing and Redevelopment Manager  
✓ Marck Aguilar, Redevelopment Specialist  
Downtown Organization Board of Directors



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